RUGS
Olson Rug Company Chicago, Ill. This Book tells how to SAVE 1/2 The Popular
One and
Two-toned
Rugs



We Occupy

this entire building, 225,000 square feet of floor space. You are cordially invited to come and visit our factory when you are in Chicago.

OUR GUARANTEE

WE GUARANTEE to weave new OLSON RUGS from your old rugs, carpets and clothing, exactly as represented in this catalogue. We guarantee complete satisfaction. OLSON RUGS must prove right by the test of wear. Use them on your own floors—walk on them—examine them carefully—get the opinion of your friends. Then if for any reason, you do not think that your OLSON RUGS are the biggest rug value you ever had for your money, return them within a week at our expense, and we will refund every penny you have paid and pay you for your material.

OLSON RUG COMPANY - - - - 28-42 Laflin Street, Chicago, Illinois

51 Years

management. The largest and oldest manufacturers of rugs in the world dealing direct with the home.





National Authority On Home Decorating

In his association with the OLSON RUG COMPANY as Art Director, Mr. Kelloßg makes it possible for all of our customers to secure the counsel and advice of a recognized authority. As head of instruction on Interior Decorating at the CHICAGO ACADEMY OF FINE ARTS he has attained a notable success. Mr. Kelloßg is a well known lecturer and an artist of exceptional ability.

Let me put these Longwearing Rugs in Your Home at my risk

Save ½ the money you had planned to spend for rugs—Send us your old carpets and rugs

HE beautiful rugs shown in this catalog are the result of half a century of progress. We have brought right to your door all the new colors and patterns that are the choice of discriminating women everywhere.

By the \$1,000,000 OLSON Patented Process we guarantee to reclaim, card, comb, bleach, spin and dye the material in old or out-of-date carpets and rugs into the finest kind of rug yarn and then weave this yarn into new OLSON RUGS that will delight you beyond words—fashionable one or two-toned rugs with the same smooth, velvety surface you find in the high-grade Wilton and Chenille rugs.

Woven In A Week—ANY SIZE

Every OLSON RUG is woven seamless and REVERSIBLE with the same deep, luxurious nap on both sides to give twice the wear.

For half a century this business has been conducted with old-fashioned honesty and under the golden rule of "Deal as you would be dealt by." Our greatest asset is the confidence and good-will of our customers.

Only a business that is built on the right principles and offers the utmost value for the money can weather the storms of 51 years and become a

national institution. And I pledge that the policies upon which this immense business has been built will be faithfully continued.



The New Styles of Decorating Demand One or Two-Tone Rugs



Beautiful Michigan Boulevard as seen from the Art Institute, Chicago—the art center of America.

CIENCE has shown how success in home making depends on a comfortable, harmonious, happy home atmosphere. A feeling of "happiness" can become a habit. Habits formed by children become life influences. How necessary it is that parents make the home environment of such a character as to develop desirable habits.

It seems surprising that only a few years ago we failed to realize what everybody knows today:—that rooms that are too ornate, that have too many different patterns and colorings in rugs, walls, drapes, and furniture, irritate the nerves unconsciously. On the other hand

the correct use of *color* and *design* in our home surroundings produces all sorts of good effects upon us.

Backgrounds of *Blue* quiet the nerves and lend an atmosphere of restfulness and dignity—*Moss Green* results in increased vitality and happiness (what ideal colors for living room, library, in fact every room)—soft shades like *Taupe*, *Tete-de-Negre*, *Mole*, *Mahogany*, and *Brown* create an atmosphere of harmony and refinement.

Olson Rugs Add Such Charm

The wonderful manner in which one or two-tone rugs fit in with your furnishings, and the sense of refined comfort they give, produce a most appealing atmosphere. They fit just as harmoniously in rooms with figured hangings and wall papers as they do in rooms with panelled, plain tinted, or tapestry covered walls.

One and two-tone rugs are here to stay. Their use is scientifically correct and surpassingly beautiful. That is why leading

decorators recommend them. They are now used in practically all the fine homes in New York, Chicago, and other large cities.

Millions Saved for Olson Customers

In rug stores it is possible to secure the fashionable one or twotone rugs only in the expensive grades. Now, due to the Patented \$1,000,000 Olson Process, we have brought these beautiful, harmonious one and two-tone rugs within reach of all pocket books. No longer is it necessary to try to make the figured rugs harmonize with your other furnishings.

It is so simple to select just the right rug from this book. No need to change your wall paper, curtains, drapes, or upholstering in order to make them harmonize with your rugs, as so often is necessary when buying a fancy patterned store rug.

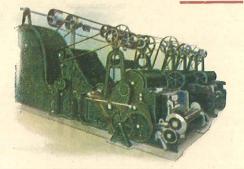
The ideal rooms shown in this book represent the most progressive ideas in color harmony, wall treatment, draping of doors and windows, furnishings, and arrangements. Each room has been selected by decorating experts, not only for its appealing beauty, but because it is comfortable, home-like, and practical. The rooms we have illustrated here are offered merely as suggestions.

Every rug in this catalogue may be depended upon to yield a cheerful, harmonious home atmosphere, artistically correct.

Have no hesitation in expressing your own preference in furnishing your home, just as you do in selecting your clothes. Your own good taste will tell you what is best.



How Your Old Materials Are Made Into New Rugs



Olson Preparing Machines

By the Patented \$1,000,000 Olson Process

OLSON RUGS should never be confused with any rugs made in the ordinary way from old carpets and rugs. They are absolutely different. The rugs we will weave for you by our Patented Process of reclaiming, bleaching, carding, spinning and dyeing the materials in old carpets, rugs and old clothing will be just as fine as the high-grade Wilton and Chenille rugs, famous for their beauty and durability. The same expert care used in weaving these beautiful rugs is followed in weaving OLSON RUGS. Material reclaimed by the Olson Patented Process defies detection.

HE intensely interesting story of how your old material is transformed within one week into beautiful new, rich-toned OLSON RUGS is a lesson in efficiency and practical economy. Aided by the latest improved machinery, perfected and patented by the Olson Rug Company, our expert workmen are able to reclaim the material in your old carpets, rugs and old clothing and bleach, DYE and WEAVE it into new OLSON RUGS so superior to rugs made by any other concern from old material, that there is no comparison.

Like Wiltons and Chenilles

In fact, the only rugs that can compare with OLSON RUGS are the high-grade Wilton and Chenille rugs, made from new material—and they cost twice as much.

The moment your carpets, rugs and old clothing arrive at our factory, they are weighed and promptly started on their one

week journey, which will turn this material into beautiful oneor two-toned floor coverings that will give a lifetime of usefulness.

Cleaning and Bleaching

The old carpets, rugs and clothing now go to specially constructed bleachers where the old colors are carefully and skillfully bleached out leaving the material like new.

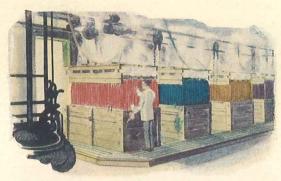
This material is then run through an immense automatic OLSON wringer and hung up in the drying-room. After thirty minutes' time it is thoroughly dry and immaculately clean, bright, soft and fresh.

The old carpets, rugs and old clothing



Samples (actual size) of wool rug yarn prepared by the Olson Special Process





Where the yarn is dyed.

now go to the preparing machines. We are the only concern in the rug business which operates such great labor saving devices. These machines are of our invention and fully protected by patents. Each one alone cost us \$5,500.00 to install.

Reclaiming the Wool

Here the material is cut and frayed. In a day one machine

prepares 7,000 pounds of material for the pickering and carding machines, where the material is carded and combed into long, soft, fluffy strands, the equal in appearance and wearing qualities to new wool.

Spinning

Upon our immense spinning machines, 125 feet long and of latest type, this reclaimed wool is tightly spun into the finest kind of rug yarn. The remarkable strength and extreme tightness of the yarn are largely responsible for the long life of service one gets from Olson Rugs.

Dyeing Material

Expert chemists and dyers dye the yarn the exact shade required for your new rugs. Great care is taken to see that every particle of the yarn is penetrated by the dye.

The method used in the dyeing process causes the yarn to remain pliable and soft, adding longer life to your rugs. Under heavy pressure of steam the yarn is dried and the dyes made absolutely fast. Then this yarn is wound into cops and sent to the large and most improved Olson power looms.



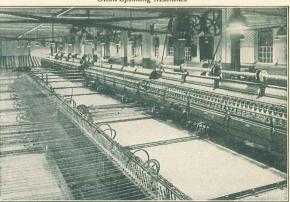
This illustration shows the 4-ply warp (four strands) we use. Compare it with the 3-ply warp used in weaving most one-sided rugs.

Warp

The warp that holds the rug together most one-sided rugs. is an important factor in determining the life of the rug. For over 50 years the Olson Rug Company has used the best quality, long staple hard spun four-ply warp.

That is one reason why Olson Rugs wear for a lifetime

Olson Spinning Machines



Weaving

In the expert weaving of the New OLSON RUGS lies another secret of their remarkable durability and beauty. Realizing that every rug we send out must be a recommendation for the Olson Rug Company, our skilled weavers, many of whom have been with us for more than 35 years, weave the yarn in your rug in such a way as to bring out all the rich lustre. The power looms "weave" the yarn into the rug with great force which gives the body its remarkable strength.

The Nap Is Deep and Firm

The nap of the rug (or the surface you walk on) is deep and firm. This velvet-like surface does not mat down after being worn, but like the fine Wiltons is always "straight up." An OLSON RUG lies flat, clings to the floor, and is easy to keep clean with a vacuum cleaner, carpet sweeper or a broom.

Firmly Bound—Expertly Trimmed

Every OLSON RUG is firmly bound and expertly trimmed by the latest improved machinery. The surface is sheared to perfect evenness. Experienced inspectors thoroughly examine your rug to see that it is correct in every detail before it is shipped to you.

Reclaimed Material Cannot Be Detected

All of the rugs shown in this catalogue were made either from old carpets and old rugs alone, or old carpets, rugs and old clothing combined.

It has taken us half a century of careful work and a fortune in money to make the new OLSON RUG the splendid floor covering that it is today.

Olson Power Looms



You Save Half

All the basic patents and processes, worth over a million dollars, by which the old materials are reclaimed and rewoven into new OLSON RUGS, are owned by the Olson Rug Company. You get the full benefit of the great money saving made possible by the Olson Process. Here is your opportunity to save half the money you had planned to spend for your rugs.

> WE DO NOT **EMPLOY ANY AGENTS**

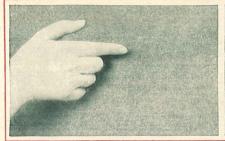
Send Your Order Direct To Us

> Experts test all rug yarn for color and strength

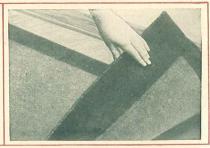


size of the great Olson rug factory.

Compare Olson Rugs With the Fine Wiltons and Chenilles at Double Our Price







A close-up uncolored photograph of an Olson Rug.

A close-up uncolored photograph of a fine wool Wilton Rug.

OLSON RUGS are seamless and reversible—a feature so hard to find in store rugs. This means longer wear.

Like the fine Wilton Rugs, the *new* OLSON RUGS are closely and firmly woven with a deep, smooth nap, or surface, that stands "straight up." Your material, when reclaimed by the OLSON process, will be just as fine as new.



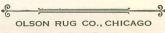
You will be proud of your OLSON'S RUGS when you entertain. They are closely and firmly woven to withstand the hardest wear.

The new OLSON RUGS lie flat. They do not curl up. Quickly and easily cleaned with a vacuum cleaner, carpet sweeper, or broom.





The ideal rug for any room—soft and velvety under foot. The nap is deep and closely woven.



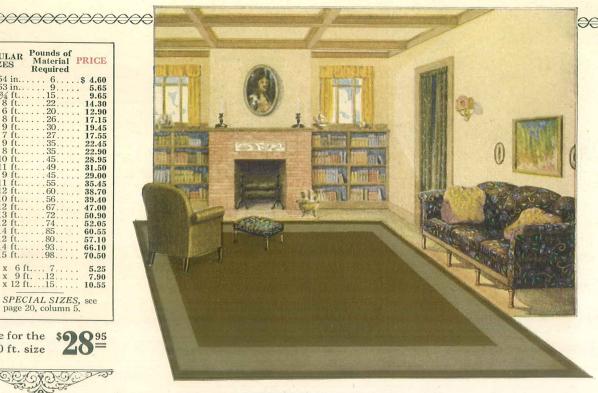
Page 6



REGULAR Pounds of Material PRICE SIZES Required 30 x 54 in..... 6.... \$ 4.60 36 x 63 in..... 9..... 4 x63/4 ft......15... 14.30 6 x 6 ft....20.... 6 x 8 ft....26.... 17.15 9 ft.....30.. 19.45 17.55 8 x 8 ft.....35... 22.90 8 x 10 ft..... 45.... 28.95 8 x 11 ft..... 49. 31.50 9 x 11 ft.....55... 35.45 9 x 12 ft......60.... 38.70 10 x 10 ft......56..... 39.40 10 x 12 ft..... 67.. 47.00 10 x 13 ft......72. 50.90 11 x 12 ft......74... 52.05 11 x 14 ft.....85.... 60.55 57.10 12 x 14 ft.....93..... 66.10 12 x 15 ft......98..... 70.50 27 in. x 6 ft.... 7.... 27 in. x 9 ft. ..12..... 27 in. x 12 ft....15..... 10.55 For SPECIAL SIZES, see page 20, column 5.

Price for the 8 x 10 ft. size



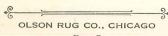


PATTERN 697-BEAVER BROWN-Proper for Every Room Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

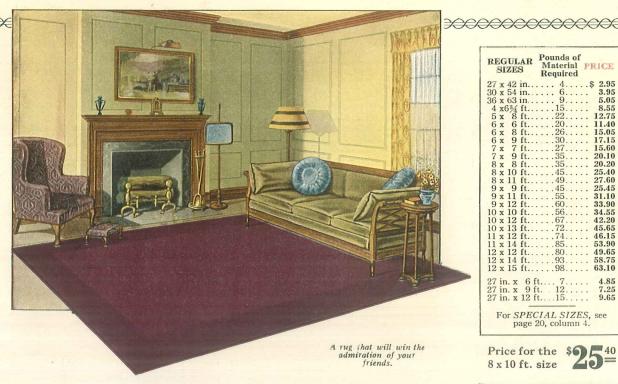
Picture This Rich Rug in Your Own Home!

HE rich beauty of this splendid new color readily accounts for its remarkable popularity. It is the handsome new shade so fashionable in New York, Chicago and elsewhere. This extremely attractive pattern has delighted our customers. So harmoniously does it blend with practically all decorations that it is the ideal rug for every room. Stands the hardest sort of wear without showing soil. Like all OLSON RUGS, the pattern and colors appear identi-

cally the same on both sides. Being reversible it will outwear practically two ordinary rugs. In every respect this beautiful OLSON RUG measures up to the standard of the high grade Wiltons—and costs less than 1/2 as much. Material reclaimed by the Patented Olson Process cannot be detected from new wool. Imagine the charm that a new Beaver Brown OLSON RUG would add to your home. Within a week we will weave and complete your order. Satisfaction guaranteed.

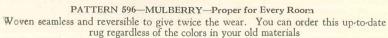






REGULAR SIZES Pounds of Material PRICE Required			
	4\$ 2.95		
30 x 54 in	9 5.05		
36 x 63 in 4 x6¾ ft	15 8.55		
5 x 8 ft			
5 x 8 ft 6 x 6 ft	20 11.40		
6 X 6 IL			
6 x 6 1t	30 17.15		
6 x 8 ft 6 x 9 ft 7 x 7 ft 7 x 9 ft	27 15.60		
7 x 7 11	35 20.10		
7 x 9 ft 8 x 8 ft	35 20.10		
	45 25.40		
	49 27.60		
	45 25.45		
	55 31.10		
9 x 12 ft			
10 x 10 ft			
10 x 10 ft			
10 x 12 ft	72 45.65		
10 x 13 ft			
11 x 14 ft	85 53.90		
12 x 12 ft	80 49.65		
12 x 14 ft			
12 x 15 ft	98 63.10		
12 X 15 It	90 03.10		
27 in. x 6 ft.	7 4.85		
27 in. x 9 ft.	12 7.25		
27 in. x 12 ft.			
For SPECI page 20	AL SIZES, see), column 4.		

Price for the \$6 8 x 10 ft. size

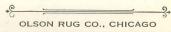


A Long-Wearing Rug—A Regal Color

ICTURE this fashionable two-tone mulberry rug in your own home. Consider what a satisfying change this rich OLSON RUG would be-a rug with soft, deep luxurious nap. No matter what color, no matter how laded or threadbare, we guarantee to reweave old carpets, rugs and old clothing into beautiful, seamless new mulberry rugs that will delight you and arouse the admiration of your friends.

Imagine the charm that a new OLSON RUG in the exquisite shade of mulberry shown above would add to your home. Like all OLSON RUGS this rug is so woven that it will not show soil or foot marks. We guarantee to satisfy you or refund all your money and pay you for your material.

Why even consider a one sided store rug when you can get a reversible long-wearing Olson rug and save half your money?



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REGULAR SIZES	Pounds of Material PRICE Required
27 x 42 in.	4 \$ 2.95
	6 3.95
	9 5.05
4 x63/4 ft	15 8 55
5 x 8 ft	22 12.75
6 x 6 ft	20 11 . 40
6 v 8 ft	26 15.05
6 x 9 ft	3017.15 2715.60 3520.10
7 x 7 ft	27 15.60
7 x 9 ft	35 20.10
8 x 8 ft.	35 20.20
8 x 10 ft.	45 25.40
	49 27.60
9 x 9 ft	45 25.45
	55 31.10
9 x 12 ft.	60 33.90
10 x 10 ft	56 34.55
10 x 12 ft	67 42.20
10 x 13 ft	7245.65 7446.15
11 x 12 ft	74 46.15
11 x 14 ft	85 53.90
	80 49.65
	93 58.75
	98 63.10
	The second secon
27 in. x 6 f	t 7 4.85
27 in. x 9 f	t12 7.25
27 in. x 12 f	t15 9.65
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	CIAL SIZES, see
page 2	20. column 4

Price for the \$6 8 x 10 ft. size



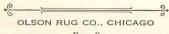


PATTERN 891-MOLE-Proper for Every Room. Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

A Rug That Will Add Refinement and Dignity

S YOU enter this room from the outside, you are instantly impressed with a feeling of dignity. The perfect harmony of the room indicates at once that the occupants are people of refinement and excellent taste. This atmosphere has been achieved for the most part by using a one-tone Mole rug. Its soft, neutral shade blends perfectly with every article of decoration. Somehow, a one-toned Mole rug appears to increase the size of a room. A popular color with decorators.

Due to the special OLSON weave this rug will not show soil even when subjected to the hardest kind of wear. your old carpets and rugs, no matter how worn or threadbare they may be or what color, and in one week's time you will get a rug in the attractive Mole color exactly like the above. As in the fine Wilton rugs, the nap will be deep, luxurious, and firmly woven. Like all OLSON RUGS, this rug is woven seamless and reversible to give double the wear.

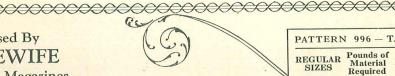


Olson Rugs Are Endorsed By TODAY'S HOUSEWIFE One of the Foremost Home Magazines



Tested and Approved by Experts of MODERN PRISCILLA A Leading Publication for Women







After a most exacting test made on OLSON RUGS under actual home conditions by Farm and Home (the national magazine of rural life) they were given the highest rating of AA.

Read What WomenSayAbout Two-Tone Rugs

ERE are just a few of the replies received from thousands of women in answer to our question, "Why do you like one and two-tone

rugs better than patterned rugs?" "Harmonize with furniture better"

"Go with everything better"

"Look richer"

"Easier on the eye"

"Decorators recommend them" "More inviting"

"Prettier and more restful"

"Make it possible to carry out any color scheme'

"For a change" "You don't tire of the plain so soon"

"Simple and rich looking"

"Better decorating" "More artistic"

"More fashoniable"

"Make the room look larger"

"Go with every color scheme" "Give better background for furniture" PATTERN 996 - TAUPE

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	.\$ 3.30
30 x 54 in	6	4.60
36 x 63 in	6	5.65
4 x63/4 ft	15	9.65
5 x 8 ft	22	. 14.30
6 x 6 ft.	20	
6 x 8 ft	26	
	30	
7 x 7 ft	27	
7 × 0 ft	35	22.45
8 v 8 ft	35	
	45	
	49	
0 v 0 ft	45	
0 v 11 ft	55	
	60	
	56	
	67	
10 x 12 ft.	72	
	74	
11 x 14 ft.	85	
	80	
	93	
	98	
12 X 10 It.		
27 in. x 6	ft 7	. 5.25
	ft12	
	ft15	
J		

For SPECIAL SIZES, see page 20, column 5.

Price for the \$6 8 x 10 ft. Size



Hotels, Clubs, Churches

Thousands of OLSON RUGS are now in the finest hotels, clubs, private offices, churches and public buildings. Here are just a few of our customers:

San Carlos Hotel, Pensacola, Fla. The Breakers, Atlantic City, N. J. The Hotel Cecil, Atlanta, Ga. Huntington Hotel, Huntington, W. Va. Georgian Hotel, Athens, Ga. Hayes Hotel, Chicago, Ill. Hotel Stanleigh, Bridgeport, Conn. Lake Lawn Hotel, Delevan, Wis. Wisconsin Hotel, Milwaukee, Wis. Jefferson Hotel, Pine Bluff, Ark.

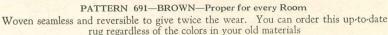


Taupe—Extremely Popular—At A Big Saving

HIS is the beautiful new shade that is so popular. It is so ideally suited for a floor covering that many of the finest homes today are covered throughout with rugs in this harmonious shade. The soft tones blend perfectly with the finest period furniture and with all color schemes, making a restful background of exceptional charm.

Picture this attractive rug in your own home! The nap is rich, deep and long-wearing, and has that soft, velvety feel underfoot like the fine Wiltons and Chenilles. Consider what a satisfying change an OLSON RUG will be in the harmonious two-tone effects demanded today for the up-to-date home. You can order Taupe regardless of the colors in your materials.





REGULAR SIZES	Pounds of Material Required PRICE
7 x 42 in	4\$ 2.50
	6 3.30
	9 4.05
	15 7.05
5 x 8 ft.	22 10.35
	20 9.20
	26 12.45
6 x 9 ft.	30 13.70
	27 12.85
	35 16.00
	35 16.35
	45 20.45
	49 22.50
	45 20.75
	55 25.05
	60 27.30
	56 28.15
	67 34.45
	72 37.30
	74 35.20
	85 44.20
	80 41 50
	93 48.00
	98 51.65
27 in. x 6	ft 7 3.95
	ft12 5.95
27 in. x 12	ft15 8.05
	CIAL SIZES, see 20, column 1.

Price for the \$8 x 10 ft. size

2045



A Long-Wearing and Serviceable Rug

HE exquisite beauty and restful effects which are obtainable by the use of one and two-toned rugs are unattainable in any other floor covering at the disposal of the interior decorator. A one-tone rug seemingly inases the size of the room and gives a feeling of solidity and liet comfort that is most pleasing.

Pattern 691 is a great favorite for it goes well with practically every color scheme. It is easy to keep clean and it doesn't

show soil. Colors are guaranteed fast. The close weave and depth of pile create a resilient surface which is very pleasant to walk on. OLSON RUGS rival the high-grade Wiltons and Chenilles and yet they cost only one-half as much. Being reversible they will outwear two ordinary store rugs.

If you will send us your old carpets and rugs we guarantee to weave lovely new rugs with the same deep smooth surface you find in Wilton and Chenille rugs.

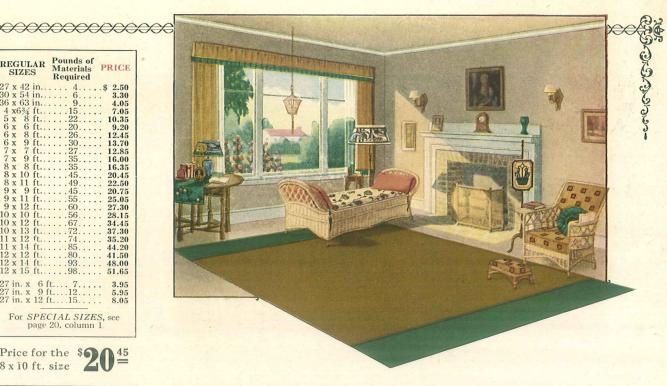


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SIZES	Materials Required	PRICE
27 x 42 in	4	.\$ 2.50
30 x 54 in	6	. 3.30
36 x 63 in	9	. 4.05
	15	
	22	
6 x 6 ft	20	. 9.20
6 x 8 ft	26	. 12.45
	30	
7 x 7 ft	27	. 12.85
7 x 9 ft	35	. 16.00
8 x 8 ft	35	. 16.35
8 x 10 ft	45	. 20.45
8 x 11 ft	49	. 22.50
9 x 9 ft	45	. 20.75
9 x 11 ft	55	. 25.05
9 x 12 ft	60	. 27.30
10 x 10 ft	56	. 28.15
10 x 12 ft	67	34.45
10 x 13 ft	72	. 37.30
11 x 12 ft	74	. 35.20
	85	
	80	
	93	
	98	
27 in. x 6	ft 7	. 3.95
	ft12	
	ft15	. 8.05

Price for the \$6 8 x 10 ft. size





PATTERN 392—BROWN, Moss Border—Proper for Every Room Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

This Rug Will Add Cheerfulness to Any Room

VERYTHING about this room suggests cheerfulness. How delightfully the brown rug with the Moss border 9 enhances the attractiveness of this cozy room. Consider what a satisfying change this two-colored OLSON RUG would be in your home. It is a rug for your living room, dining room, bedroom, in fact every room in the home. It is woven so that it will not show soil even when subjected to the most severe wear. And being reversible it will wear twice as long as the average one-sided store rug. It requires only one week's time to reclaim old carpets and rugs and weave a firmly woven rug exactly like this pattern which will be the object of your friends' admiration. Material reclaimed by our Patented Process cannot be distinguished from new wool.

Because of their beauty, unusual durability and because they give their owners "pride of economy" OLSON RUGS are used in thousands of the most exclusive homes.





PATTERN 7906—Proper for Every Room Mulberry on One Side, Brown on the Other. Seamless

ERE is the latest achievement of the \$1,000,000 OLSON Patented Process—a remarkable rug combining two of the most serviceable colors, the rich new Brown and regal Mulberry. Note how completely the living-room on the left is transformed by merely reversing the rug as shown in the lower picture. The popularity of this exclusive OLSON RUG is tremendous. This rug has the deep, luxuriant pile, long wearing qualities and rich appearance of Wilton and Chenille rugs at a fraction of the cost.



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REGULAR SIZES Pounds of Material Required PRICE Required 30 x 54 in. . . . 6 . . . \$ 4.60

required	
30 x 54 in 6	.\$ 4.60
36 x 63 in 9	. 5.65
4 x6¾ ft15	. 9.65
5 x 8 ft22	. 14.30
6 x 6 ft20	. 12.90
6 x 8 ft26	. 17.15
6 x 9 ft30	
7 x 7 ft27	
7 x 9 ft35	. 22.45
8 x 8 ft35	
8 x 10 ft45	
8 x 11 ft49	. 31.50
9 x 9 ft45	
9 x 11 ft55	
9 x 12 ft60	
10 x 10 ft56	
10 x 12 ft67	
10 x 13 ft72	
11 x 12 ft74	
11 x 14 ft85	
12 x 12 ft80	
12 x 14 ft93	. 66.10
12 x 15 ft98	
27 in. x 6 ft 7	.\$ 5.25
27 in. x 9 ft12	. 7.90
27 in. x 12 ft15	. 10.55

For SPECIAL SIZES, see page 20, column 5.

Price for the 8 x 10 ft. size

\$28⁹⁵



OLSON RUG CO., CHICAGO

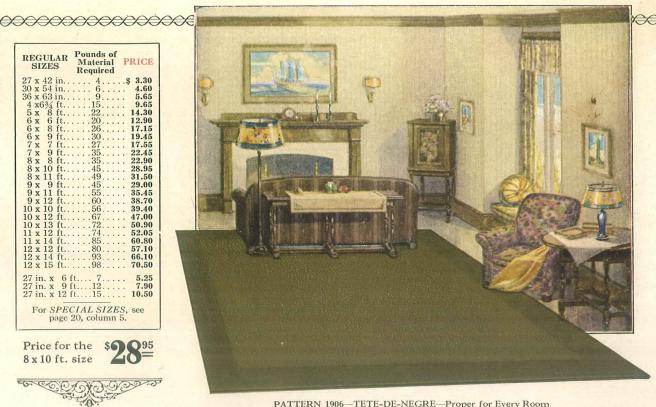
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REGULAR SIZES Pounds of Material Required	RICE
27 x 42 in 4	3.30
30 x 54 in 6	4.60
36 x 63 in 9 4 x63/4 ft 15	5.65
4 x6¾ ft15	9.65
5 x 8 ft22	14.30
6 x 6 ft20	12.90
6 x 8 ft26	17.15
6 x 9 ft30	19.45
7 x 7 ft27	17.55
7 x 9 ft35	22.45
8 x 8 ft35	22.90
8 x 10 ft45	28.95
8 x 11 ft49	31.50
9 x 9 ft45	29.00
9 x 11 ft55	35.45
9 x 12 ft60	38.70
10 x 10 ft56	39.40
10 x 12 ft67	47.00
10 x 13 ft72	50.90
11 x 12 ft74	52.05
11 x 14 ft85	60.80
12 x 12 ft80	57.10
12 x 14 ft93	66.10
12 x 15 ft98	70.50
27 in. x 6 ft 7	5 25
27 in. x 9 ft12	7 90
27 in. x 12 ft15	
21 III. X 12 It15	10.00
For SPECIAL SIZES, page 20, column 5.	see
page 20, column o.	

Price for the \$6 8 x 10 ft. size





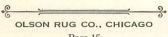
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

Picture This Rich Rug in Your Own Home!

HE use of this practical new color has been made possible by the million dollar Olson Patented Process. Here is a new beauty for floor coverings that has received the enthusiastic endorsement of leading decorators everywhere and which is exceedingly popular among all home lovers.

The unusual beauty and refinement of tone is instantly recognized. Blending perfectly with every scheme of decoration, it will bring to any room in the home a most pleasing effect. Like all other Olson Rugs, Tete-de-Negre is so woven as not to show foot marks or soil even when subjected to the most severe wear.

Just think—you can get this latest color creation by sending your old carpets and rugs, no matter how worn or faded or what color your old material may be. This beautiful Olson rug is equal in every respect to high grade Wiltons and Chenilles.







PATTERN 398—GREEN, Brown Border—Proper for Every Room
Woven seamless and reversible to give twice the wear. You can order this up-to-date
rug regardless of the colors in your old materials

REGULAR SIZES Pounds of Material PR	ICE
30 x 54 in 6\$	3.80
36 x 63 in 9	
4 v63/ ft 15	7 70
5 x 8 ft 22 1	11.40
6 x 6 ft20	10.35
6 x 8 ft26	
6 x 9 ft30	
7 x 7 ft27	
	17.60
	18.10
	22.95
	25.35
9 x 9 ft45	22.90
9 x 11 ft55	27.85
9 x 12 ft60	30.60
10 x 10 ft56	
10 x 12 ft67	37.70
10 x 13 ft72	40.75
11 x 12 ft74	
11 x 14 ft85	48.45
12 x 12 ft80	45.05
12 x 14 ft93	52.85
12 x 15 ft98	56.60
27 in x 6 ft 7	4.40
27 in v 9 ft 12	6.65
27 in. x 6 ft 7 27 in. x 9 ft12 27 in. x 12 ft15	8 85
27 111. 2 12 1010	0.00
For SPECIAL SIZES,	

Price for the 8 x 10 ft. size

\$22⁹⁵

ころうらいい



This Two-Colored Rug is a Great Favorite

HIS unusual two-colored OLSON RUG may be appropriately applied to a wide variety of schemes. The center and outside border are a beautiful soft green; the inner border is a rich lustrous brown which gives the rug a perfect balance of color so largely responsible for the great charm of this design. Good taste is not a matter of expense. Because of our SPECIAL PROCESS of reclaiming old rugs, carpets and clothing, we have made it possible for every home

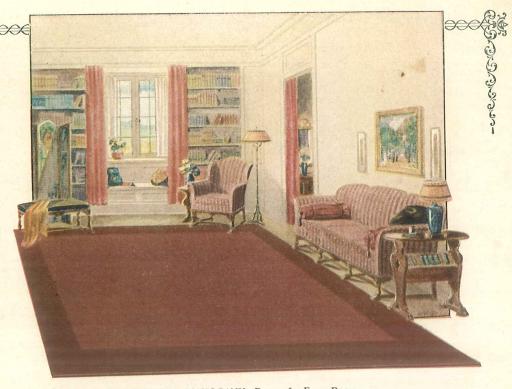
in this country to enjoy this popular two-colored rug.

If you have priced rugs in your local stores you will realize that by sending us your old material you can save one-half on your rug. Where can you get a rug of equal beauty and durability at a price so low? OLSON RUGS are the equal of the high-priced Wiltons. Like all OLSON RUGS this pattern is woven seamless and reversible with same luxurious deep pile on both sides to give twice the wear.

19: SEPHENDE SEPHEND SEPHEND SEPHEND SE

Price for the 8 x 10 ft. size 22 =





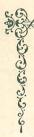
PATTERN 296—MAHOGANY—Proper for Every Room

Woven seamless and reversible to give twice the wear. You can order this up-to-date
rug regardless of the colors in your old materials

Mahogany, The Aristocrat of Colors

AHOGANY, one of the very newest shades, has leaped into instant popularity. Its suitability to all schemes of decoration and the fact that it can be subjected to the most severe wear without showing soil has made it a great favorite. Picture this rich looking rug in your own home. Like the fine Wiltons, the nap or surface is soft, deep and luxurious. Finished the same on both sides. Like all OLSON RUGS

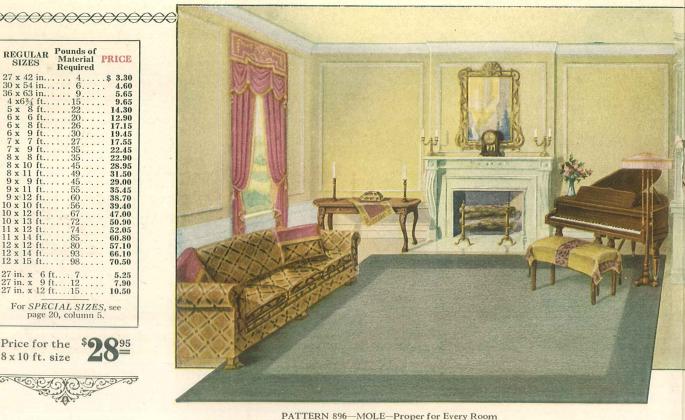
this pattern is woven seamless and reversible to give double the wear. And you save half the price of a store rug. You can order an OLSON RUG in this pleasing Mahogany shade with perfect assurance that you are getting the very latest in floor coverings. Colors are guaranteed fast. Remember, our strong guarantee of satisfaction or your money back goes with every rug. Every order completed within *ONE WEEK*.



The state of the s
REGULAR SIZES Pounds of Material Required
27 x 42 in 4\$ 3.30
30 x 54 in 6 4.60
36 x 63 in 9 5.65
4 x6¾ ft15 9.65
5 x 8 ft 14.30
6 x 6 ft 20 12.90
6 x 8 ft 26 17.15
6 x 9 ft30 19.45
7 x 7 ft27 17.55 7 x 9 ft3522.45
8 x 8 ft35 22.90 8 x 10 ft45 28.95
10 x 10 ft56 39.40 10 x 12 ft67 47.00
10 x 12 ft67 47.00 10 x 13 ft72 50.90
11 x 12 ft74 52.05
11 x 14 ft85 60.80
12 x 12 ft80 57.10
12 x 14 ft93 66.10
12 x 15 ft98 70.50
27 in. x 6 ft 7 5.25
27 in. x 9 ft12 7.90
27 in. x 12 ft15 10.50
D CODOCAL CASE
For SPECIAL SIZES, see
page 20, column 5.

Price for the \$6 8 x 10 ft. size





Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

Ideal For Rooms Where Hard Wear Is Expected

HAT a delightful living room! What exquisite colorings!" you exclaim. The charm of this lovely room illustrates one of the many beautiful effects obtained by using this rich, harmonious color. Its suitability to all rooms in the home is apparent. Mole rugs are extremely popular.

There is something distinguished and refined about this beautiful shade that makes it a great favorite. The same pattern on both sides means double wear. Because of the firm weave and depth of pile, OLSON Mole rugs are adapted to rooms where hard wear is expected. They won't show the soil. By our remarkable process of reclaiming the wool and other materials in old carpets, rugs and clothing, we have brought fashionable, two-tone Mole rugs within the reach of all pocket books. Remember, our strong guarantee of satisfaction goes with every Rug.



		PATTERN 196—BLUE—Proper for Every Room	
Woven	seamless	s and reversible to give twice the wear. You can order this u	p-to-date
		rug regardless of the colors in your old materials	

Soft—Rich-	Restful—A	Beautiful	Rug
------------	-----------	-----------	-----

HEN you entertain guests and you gather the family together for a reunion, the dining room is brought into unusual prominence. You want a floor covering that adds dignity and refinement. That is why we urge you to send your old carpets and rugs to be carded, combed, bleached and completely reclaimed like new and then woven into this beautiful new blue OLSON RUG. You will get a

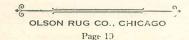
rug that is the equal of the highest grade Wilton at only onehalf the cost. Observe the richness and refinement of the attractive OLSON RUG shown above—the soft, exquisite shade of blue, and the border of a darker shade. Same on both sides. What a perfect background it makes for the handsome, Old English period design, walnut dining-room set. OLSON RUGS are so woven that they do not show soil.

REGULAR	Pounds of	
SIZES	Materials	PRICE
SIZES	Required	
27 x 42 in.	4	\$ 3.30
	6	
	9	
4 x63/1 ft	15	. 9.65
5 x 8 ft	22	. 14.30
G v G ft	20	. 12.90
6 x 8 ft	26	. 17.15
6 x 9 ft	30	. 19.45
7 x 7 ft	27	. 17.55
	35	. 22.45
8 x 8 ft	35	. 22.90
8 x 10 ft	45	. 28.95
8 x 11 ft	49	. 31.50
9 x 9 ft	45	. 29.00
9 x 11 ft	55	. 35.45
9 x 12 ft	60	. 38.70
10 x 10 ft	56	. 39.40
10 x 12 ft	67	. 47.00
10 x 13 ft	72	. 50.90
11 x 12 ft	74	. 52.05
11 x 14 ft	85	. 60.80
12 x 12 ft	80	. 57.10
12 x 14 ft	93	. 66.10
	98	
27 in x 6	ft 7	5.25
27 in. x 9	ft12	7.90
27 in. x 12	ft15	. 10.50
-	The state of the s	
For SPE	CIAL SIZE.	S, see
page	20, column §).

Price for the 8 x 10 ft. size

\$2895





Prices for SPECIAL SIZES

THE tendency to cover the entire floor has brought many requests for rugs of unusual size. We can furnish rugs in any size you need. No other rug concern offers such a complete variety of sizes. If you do not find the size you need under "Regular Sizes" on each page, you will probably find it listed below.

SPECIAL SIZES	Pounds of Material Required	COLUMN No. 1	COLUMN No. 2	COLUMN No. 3	COLUMN No. 4	COLUMN No. 5
27 in. x 15 ft		\$ 9.10		\$10.45	\$11.65	\$13.30.
27 in. x 18 ft	23	11.15	11.95	12.55	13.95	15.95.
30 in. x 6 ft	10	4.15		4.65		5.90.
30 in. x 9 ft	12	6.20	6.65	6.95	7.75	8.85.
30 in. x 12 ft	16	8.25		9.30		11.80.
30 in. x 15 ft	20	10.30		11.60	12.90	14.75.
3 x 6 ft	10	4.95		5.60	6.20	7.10.
3 x 7 ft	12	5.75	6.20	6.50		8.30.
3 x 8 ft	13	6.60	7.10	7.45	8.30	9.45.
3 x 9 ft	16	7.40	7.95	8.35	9.30	10.65.
3 x 12 ft	22	9.90	10.60	11.15	12.40	14.20.
3 x 15 ft	27	12.40	13.25	13.95	15.50	17.75
4 x 5 ft	11	5.50	5.90	6.20		7.90
4 x 6 ft	13	6.60	7.10	7.45	8.30	9.45
4 x 9 ft	20	9.90	10.60			14.20
4 x 12 ft		13.20		14.90	16.55	18.90
5 x 5 ft		6.90	7.40	7.75	8.60	9.85
5 x 6 ft		8.25	8.85	9.30		
5 x 7 ft		9.60		10.85	12.05	13.80
5 x 9 ft		12.40		13.95		17.75
5 x 10 ft	28	13.75		15.50	17.25	19.70
5 x 12 ft	33	16.50		18.60		23.65
6 x 7 ft	23	11.55	12 40	13.05		16.55
6 x 10 ft		16.50	17.70	18.60	20.70	23.65
6 x 12 ft				22.30		28.35
7 x 8 ft	31	15.40	16.50	17.35	19.30	22.05
7 x 10 ft	38	19.25	20.65	21.70		27.60
7 x 11 ft				23.90	26.55	30.35
7 x 12 ft	47	23.10	24.80	26.05		33.10
7 x 14 ft		26.95		30.40	33.80	38.60
8 x 9 ft		19.80		22.30	24.85	
8 x 12 ft		26.40	28.30	29.75	33.10	
8 x 13 ft				32.25		40.95
9 x 10 ft	50	24.75			35.90	
9 x 14 ft				27.90	31.05	
0 = 15 ft	75		38.30	40.20	44.80	51.15
9 x 15 ft 10 x 11 ft	61	38.25	33.40		47.95	
10 x 11 It		39.55				44.65
10 x 14 ft	83		55.50	44.70		
10 x 15 ft				47.90		60.85
11 x 11 ft	80	34.55			42.95	
11 x 13 ft	87	40.50		45.70	51.85	58.05
12 x 13 ft		44.20	47.45		55.40	63.30
12 x 18 ft	120	61.20		68.95		
15 x 18 ft	150	76.50	82.05	86.20	95.95	109.55
18 x 25 ft	250	127.45	136.75	143.70	159.90	1182.60

PATTERN 696-BROWN

REGULAR SIZES	Pounds of Materials PRICE Required
27 x 42 in	4 \$ 2.95
30 x 54 in	6 3.95
36 x 63 in	9 5.05
4 x6¾ ft	15 8.55
5 x 8 ft	22 12.75
6 x 6 ft	20 11.40
	26 15.05
6 x 9 ft	30 17.15
	27 15.60
7 x 9 ft	35 20.10
	35 20.20
	45 25.40
	49 27.60
9 x 9 ft	45 25.45
9 x 12 ft	60 33.90
10 x 10 ft	56 34.55
	67 42.20
	72 45.65
11 x 12 ft	74 46.15
11 x 14 ft	85 53.90
	80 49.65
	93 58.75
12 x 15 ft	98 63.10
27 in. x 6 f	t 7 4.85
	t12 7.25
27 in. x 12 f	t15 9.65

For SPECIAL SIZES, see column 4 on the left.

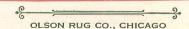
Price for the 8 x 10 ft. size

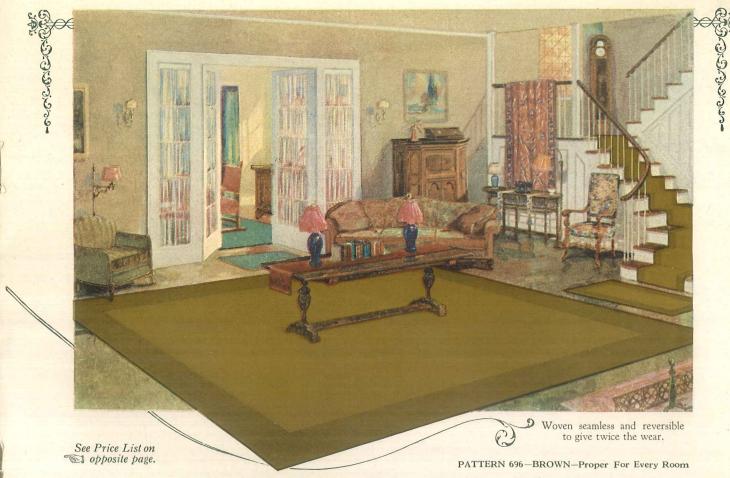


We are constantly called upon to weave extra-large rugs, 40 x 80 ft., 60 x 150 ft., and larger. We have woven rugs as long as 400 feet.

For Special Shapes—

angles, hearths, etc. (no curves) there is a slight extra charge. Send us a diagram of any special shape rug you need and we will quote you our price.





One of the Greatest Values We Ever Offered!

HIS attractive two-tone Brown rug is a great favorite. The center is a beautiful rich Brown—the border is of a darker shade. Same colors and deep luxurious nap on both sides. Like the fine Wiltons and Chenilles this rug is closely and firmly woven with a smooth velvety nap or surface that makes it especially soft and pleasant to walk on.

We cannot impress upon you too strongly that rugs of the same appearance and quality are sold by rug dealers throughout the country at prices ranging from \$60 to \$75 for room sizes. After we have reclaimed old material even an expert cannot tell the difference from new wool. Every rug carries the iron clad Olson guarantee of satisfaction or money back.



PATTERN 492—MOSS—Proper for Every Room

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

REGULAR SIZES	Material Required	PRICE
27 x 42 in		S 2.50
27 x 42 in 30 x 54 in	6	3.30
36 x 63 in.	9	4.05
36 x 63 in 4 x6¾ ft	15	7.05
5 x 8 ft	22	. 10.35
6 x 6 ft.	20	. 9 20
	26	
6 x 9 ft	30	13.70
7 x 7 ft	27	12.85
	35	
8 x 8 ft	35	
	45	
	49	
	45	
	55	
	60	
10 x 10 ft		
10 x 12 ft		
10 x 13 ft		
	74	
	85	
12 x 12 ft		
12 x 14 ft		
12 x 15 ft	98	51.65
27 in. x 6 f	ft 7	3.95
27 in. x 9 i	ft12	5.95
27 in. x 12	ft. 15	8.05
For SPE	CIAL SIZE	ES. see

Price for the 8 x 10 ft. size



This Lovely New Color Will Delight You

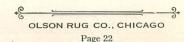
HIS pattern is most certain to give satisfaction under all circumstances. It is distinctly an all-purpose rug. Psychologists and interior decorators agree that each color has a certain effect on the human mind, and that the effect of Moss Green is one of increased vitality and happiness.

What an ideal rug therefore, for any room in the home. Like

What an ideal rug, therefore, for any room in the home. Like the fine Wiltons and Chenilles, it is closely woven, with a deep, luxurious nap that gives that soft, pleasant cushion-like feel under foot. An OLSON RUG will delight you. Just think! You can get this refreshing Moss color by sending in your old carpets and rugs regardless of how worn or threadbare they are. This two-tone Moss rug, like all other OLSON RUGS, is seamless. The pattern is the same on both sides. Being reversible it will outwear two ordinary store rugs, and the cost is small in comparison. Where can you get a rug of equal beauty and durability at a price so low?

You can order this beautiful rug with perfect assurance that you are getting the very latest in floor coverings. Remember, our strong guarantee of satisfaction or money cheerfully re-

funded goes with every OLSON RUG.



REGULAR SIZES Material PRICE Required 27 x 42 in. . . . 4 . . . \$ 2.50

27 x 42 in..... 4.....\$ 2.50 30 x 54 in.... 6.... 36 x 63 in.... 9.... 4 x63/4 ft.....15... 7.05 5 x 8 ft.....22.... 8 ft.....26.... 9 ft.....30..... 7 ft.....27..... 13.70 12.85 9 ft.....35.... 16.00 8 x 8 ft.....35.... 16.35 8 x 10 ft.....45. 20.45 22.50 9 x 9 ft.....45... 20.75 25.05 9 x 12 ft.....60... 27.30 10 x 10 ft.....56... 28.15

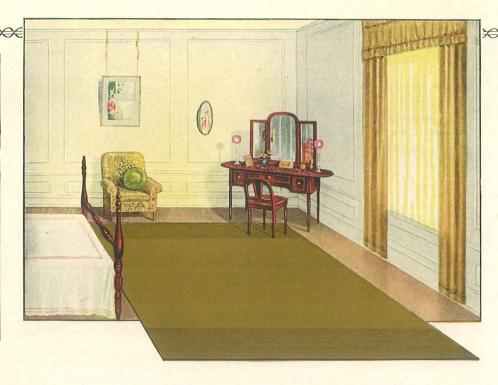
9 x 12 ft. 60 27.30 10 x 10 ft. 56 28.15 10 x 12 ft. 67 34.45 10 x 13 ft. 72 37.30 11 x 12 ft. 74 35.20 11 x 14 ft. 85 44.20 12 x 12 ft. 80 41.50 12 x 14 ft. 93 48.00 12 x 15 ft. 98 51.65

27 in. x 6 ft... 7.... 27 in. x 9 ft...12.... 27 in. x 12 ft...15....

For SPECIAL SIZES, see page 20, column 1.

Price for the \$6 8 x 10 ft. size





PATTERN 692—BROWN—Proper for Every Room

Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

Closely Woven With a Deep, Luxurious Nap

HE atmosphere of inviting restfulness presented by this delightful bedroom is largely due to the attractive Brown OLSON RUG illustrated.

The rich, lustrous brown of the center of the rug offers just the right contrast to the end borders in the deeper shade. This is an unusually popular pattern. Same pattern and finish on both sides. It does not show soil—will give long and satisfactory wear. By sending in your old carpets and rugs you, too,

can secure these fashionable two-tone rugs and achieve this note of perfect harmony—and actually save considerable money besides. One- and two-tone rugs give that air of refinement impossible to secure with any other floor covering. OLSON RUGS are made in rich, tasteful colors that you can live with year in and year out and never tire of, as you do of the ordinary rugs with fancy designs. Closely and firmly woven. Soft and pleasant to walk on. Every order completed within one week.

PATTERN 4906—Proper for Every Room BROWN on One Side and MOSS on the Other. Seamless.

AVEN'T you often wished that you could completely change the color scheme of a room? Well, you now can, without spending one extra cent, by ordering this splendid combination rug. Note how completely the living room on the left is transformed by merely reversing the rug as shown in the lower picture. This exclusive OLSON rug has the deep, luxurious pile, long wearing qualities, and rich appearance of the high-priced Wiltons and Chenilles, at a fraction the cost. Colors are fast.



REC		AR	N	ound: Iater equi	ial	PRIC
30 x	54	in		. 6		 \$ 4.60
						5.65
						9.65
5 x	8	ft		22		 14.30
6 x	6	ft		.20		 12.90
6 x	8	ft				17.15
6 x	9	ft.		,30		19.45
7 x	7	ft		.27		17.55
7 x	9	ft		.35		22.45
8 x	8			. 35		
8 x	10			.45		
8 x	11			.49		
9 x	9			.45		
9 x	11			. 55		
9 x	12			.60		
				.56		
10 x				. 67		
10 x				.72		
11 x	12			.74		
11 x	14	ft	-	85	•	 60.55
12 x	12	ft		80	•	57.10
12 x	14			93		
				98		70.50
27 i	n. x	6	ft	7		5.25
						7.90
						10.55

or SPECIAL SIZES, see page 20, column 5.

Price for the \$2895 8 x 10 ft. size



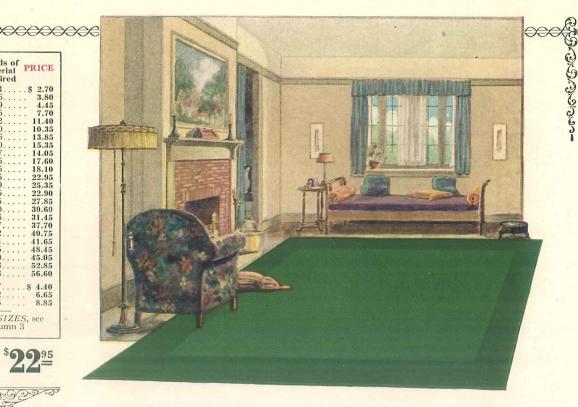
OLSON RUG CO., CHICAGO

40		
2000		>
	REGULAR Poun	
E	27 x 42 in	4
3.	30 x 54 in	

REGULAR SIZES Pounds of Material Required	PRICE
27 x 42 in 4 30 x 54 in 6 36 x 63 in 9 4 x 63 4 ft 15 5 x 8 ft 22 6 x 6 ft. 20 6 x 8 ft 26	3.80 4.45 7.70 11.40 10.35 13.85
6 x 9 ft. 30 7 x 7 ft. 27 7 x 9 ft. 35 8 x 8 ft. 35 8 x 10 ft. 45 8 x 11 ft. 49 9 x 9 ft. 45 9 x 11 ft. 55	. 14.05 . 17.60 . 18.10 . 22.95 . 25.35 . 22.90
9 x 12 ft	. 30.60 . 31.45 . 37.70 . 40.75 . 41.65 . 48.45
12 x 12 ft. 80 12 x 14 ft. 93 12 x 15 ft. 98 27 in. x 6 ft. 7 27 in. x 9 ft. 12 27 in. x 12 ft. 15	. 52.85 . 56.60 .\$ 4.40 . 6.65
For SPECIAL SIZE page 20, column	

Price for the \$6095 8 x 10 ft. size





PATTERN 496-MOSS-Proper for Every Room Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

An Elegant Color—Restful and Harmonious

OSS, one of the very latest color creations, has found instant favor among all leading interior decorators. Its popularity is easily explained—another exquisite color in a neutral shade that fits in with every scheme of decoration. As a color it is restful to the eye. It imparts to all surroundings a subdued elegance that is charming.

Even when subjected to the most severe wear this beautiful Moss rug will not show soil. It is easy to keep clean. Both sides are identically alike. Woven with a smooth, luxurious nap. For long, hard wear this rug cannot be excelled. If you have priced rugs in your local stores, you will realize that by sending us your old material you can save one-half on your rugs.



Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

$\begin{array}{cccccccccccccccccccccccccccccccccccc$
12 x 15 ft9863.10 27 in. x 6 ft74.85 27 in. x 9 ft127.25

Price for the 8 x 10 ft. size \$2540



Adds New Charm To Any Room

HIS room fairly breathes an atmosphere of charm and contentment. Wouldn't it give you an infinite amount of pleasure to spend a few of your leisure hours each day in a surrounding of this kind? There are many features about this room that tend to make it livable, but none of more importance than the beautiful blue OLSON RUG. Blue is a very satisfying color in any home.

The remarkable demand for blue OLSON RUGS is conclusive

proof of their desirability. By sending us your old materials you can save half your rug money.

The firm weave and deep nap give them the same luxurious feel under foot that you find in the most expensive Wilton rugs. Due to the special OLSON weave, the above rug will stand unusual wear without showing soil. Like all OLSON RUGS it is seamless and two-sided. Being reversible it will outwear two store rugs. Colors are guaranteed fast.





REGULAR	Founds of	NE YOU
SIZES	Material	PRICE
DILLID	Required	
27 x 42 in	4	\$ 2.95
30 x 54 in	6	3.95
36 x 63 in.	0	5.05
4 v63/ ft	15	8.55
E . 0 ft	10	12.75
0 X 0 It	22	12.75
OX OIL.	20	11.40
6 X 8 It	26	. 15.05
6 x 9 ft	30	17.15
	27	
7 x 9 ft.	35	20.10
8 x 8 ft	35	20.20
8 x 10 ft	45	25.40
	49	
	45	
9 x 11 ft.	55	31.10
	60	
10 x 10 ft		
10 x 12 ft	67	. 42.20
10 x 13 ft	72	45.65
11 x 12 ft.	74	46.15
11 x 12 1t	14	53.90
11 x 14 ft	65	53.90
12 x 12 ft	80	49.65
12 x 14 ft	93	58.75
12 x 15 ft	98	63.10
97 in v 6	f+ 7	4 95
27 in. x 6	6 19	. 4.80
27 in. x 9	6 15	7.25
27 in. x 12	1115	9.65
For SPE	CIAL SIZE	S, see

page 20, column 4.

Price for the 8 x 10 ft. size \$2540





Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

Blends Perfectly With Every Decorating Scheme

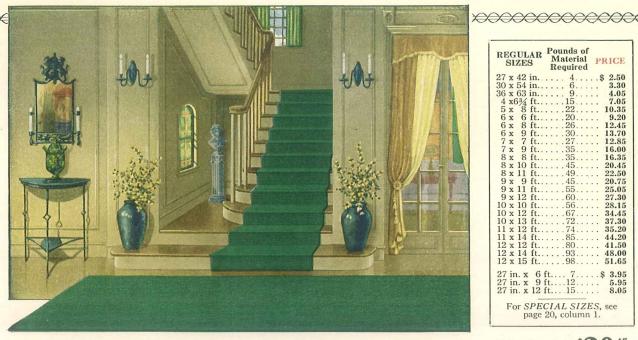
AUPE is the fashionable new color, used in the finest floor coverings, that has won such tremendous popularity. A more sensible shade for a rug has never been used. Not only does this exquisite color lend itself to better furniture and decorations but it stands up under the most severe wear without showing soil. Taupe blends perfectly with every decorating scheme. Note how agreeably the broad expanse of taupe color harmonizes with the walls,

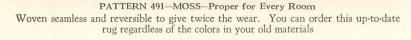
draperies and furniture in the living room above. The rich beauty of this rug will transform any room. You will be delighted,

You will be making a wise selection if you choose a taupe OLSON RUG for any room. The popular tendency is for one and two-toned rugs that cover nearly the entire floor.

We recommend taupe for use in every room where unusual wear is expected. The nap is deep and luxurious like the high grade Wiltons and Chenilles. Finished the same on both sides.







REGULAR Pounds of Material Required	
27 x 42 in	
30 x 54 in 6 3.30	
36 x 63 in 9 4.05	
4 x6¾ ft 15 7.05	
5 x 8 ft 10.35	
6 x 6 ft 20 9.20	
6 x 8 ft 26 12.45	
6 x 9 ft 30 13.70	
7 x 7 ft 27 12.85	
7 x 9 ft 35 16.00	
8 x 8 ft 35 16.35	
8 x 10 ft 45 20.45	
8 x 11 ft 49 22.50	
9 x 9 ft 45 20.75	
9 x 11 ft 55 25.05	
9 x 12 ft60 27.30	
10 x 10 ft 56 28.15	
10 x 12 ft 67 34.45	
10 x 13 ft72 37.30	
11 x 12 ft74 35.20	
11 x 14 ft85 44.20	
12 x 12 ft80 41.50	
12 x 14 ft93 48.00	
12 x 15 ft98 51.65	
12 x 15 1t 90 91.05	
27 in. x 6 ft 7\$ 3.95	
27 in. x 9 ft12 5.95	
27 in. x 12 ft 15 8.05	
For SPECIAL SIZES, see	
page 20, column 1.	
Page 20, coluitat 1.	

Price for the \$6 8 x 10 ft. size



To Give Warmth and Welcome To Your Hallway

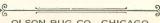
HE adaptability of OLSON RUGS to halls and stairs is well illustrated by this attractive interior. The color scheme suggested above is only one of many that will give the desirable warmth and welcome to the hall as a meeting and greeting place of your guests.

Though we show rich one-tone Moss rugs above, you can easily imagine in their place, Brown, Taupe, Mahogany, Mole, Blue, Tete-de-Negre, or Mulberry rugs, with or without borders.

Runners with borders give a very pleasing effect, and

their use is highly endorsed by leading home decorators.

Because of their remarkable wearing qualities, OLSON RUGS are ideally suited for halls and stairs. All OLSON RUGS are woven seamless and reversible with the same deep, luxurious nap on both sides to give twice the wear. They look like, feel like, and wear like, the high-grade Wilton and Chenille rugs, famous for their beauty and durability. Read our binding guarantee on the inside front cover—you cannot lose a penny. every order completed in one week.

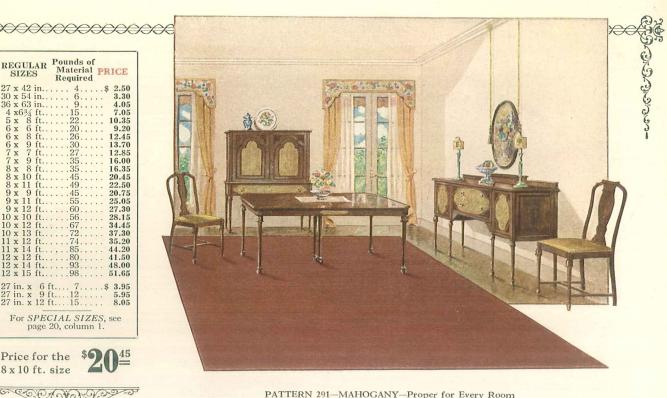




REGULAR SIZES Pounds of Material Required				
27 x 42 in 4\$ 2.50				
30 x 54 in 6 3.30				
36 x 63 in 9 4.05				
4 x63/4 ft. 15 7.05				
5 x 8 ft 22 10.35				
6 x 6 ft20 9.20				
6 x 8 ft 26 12.45				
6 x 9 ft30 13.70				
7 x 7 ft 27 12.85				
7 x 9 ft 35 16.00				
8 x 8 ft 35 16.35				
8 x 10 ft 45 20.45				
8 x 11 ft 49 22.50				
9 x 9 ft45 20.75				
9 x 11 ft 55 25.05				
9 x 12 ft60 27.30				
10 x 10 ft56 28.15				
10 x 12 ft67 34.45				
10 x 13 ft72 37.30				
11 x 12 ft74 35.20				
11 x 14 ft85 44.20				
12 x 12 ft80 41.50				
12 x 14 ft 93 48.00				
12 x 15 ft98 51.65				
27 in. x 6 ft 7\$ 3.95				
27 in. x 9 ft12 5.95				
27 in. x 12 ft15 8.05				
For SPECIAL SIZES, see				
page 20, column 1.				

Price for the 8 x 10 ft. size





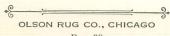
Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials.

A New and Very Desirable Color

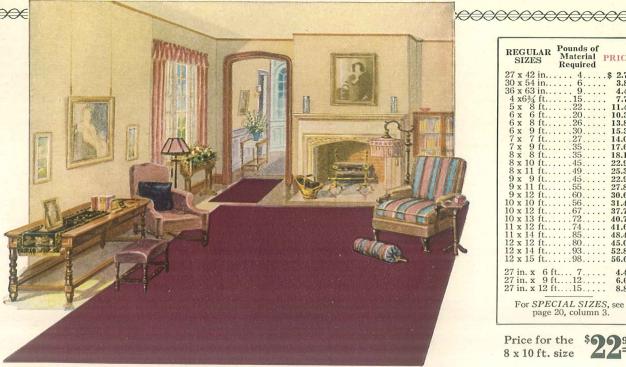
AHOGANY is the aristocrat of colors. It is an ideal shade for any room in the home. Whether it be for the dining-room where it won't show soil, or the livingroom because it adds coziness to its environment, or for the halls and stairway because it will stand the hardest wear, one-toned Mahogany is one of the most desirable colors.

This beautiful room strikingly illustrates the exquisite harmony that it is possible to achieve with a one-toned Mahogany rug. Just think-the OLSON Patented Process makes it possible for you to get this popular shade no matter how worn or faded or what color your old material may be. Woven seamless with a deep rich pile. Finished the same on both sides.

Your new OLSON rug will rival the high-grade Wilton or Chenille rugs and the cost will be only one-half as much. Remember, our strong guarantee of satisfaction or money back goes with every OLSON RUG.







	PATTERN 591-MULBERRY-Proper for Every Room	
Woven	seamless and reversible to give twice the wear. You can order this up to de	date
	rug regardless of the colors in your old materials	

REGULAR SIZES Pounds of Material PRICE Required	
Required 27 x 42 in. 4. \$ 2.70 30 x 54 in. 6. 3.80 36 x 63 in. 9. 4.45 4 x 634 ft. 15. 7.70 5 x 8 ft. 22. 11.40 6 x 6 ft. 20. 10.35 6 x 8 ft. 26. 13.85 6 x 9 ft. 30. 15.35 7 x 7 ft. 27. 14.05 7 x 9 ft. 35. 17.60 8 x 8 ft. 35. 18.10 8 x 10 ft. 45. 22.95 8 x 11 ft. 49. 25.35 9 x 9 ft. 45. 22.90 9 x 11 ft. 55. 27.85 9 x 12 ft. 60. 30.60 10 x 10 ft. 56. 31.45 10 x 12 ft. 67. 37.70 10 x 13 ft. 72. 40.75 11 x 12 ft. 74. 41.65 11 x 12 ft. 74. 41.65 11 x 12 ft. 85. 48.45 12 x 12 ft. 80. 45.05 12 x 14 ft. 85. 48.55 12 x 14 ft. 93. 52.85	
27 in. x 6 ft 7. 4.40 27 in. x 9 ft 12. 6.65 27 in. x 12 ft 15. 8.85	
For SPECIAL SIZES, see page 20, column 3.	

Price for the

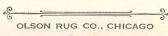
8 x 10 ft. size



Imparts Quiet Luxury and Refinement

HE OLSON Patented Process makes it possible for you to get this magnificent Mulberry Rug woven from old carpets and rugs. A one-toned Mulberry rug will impart a feeling of quiet luxury and refinement to any room.

We believe that we have accomplished much in being able to offer you an OLSON RUG in this exquisite Mulberry shade. As you know, this regal color is found in so many of the finest rugs. An OLSON Mulberry rug is recommended for any room in the home. Like the high grade Wilton rugs the nap is deep and luxurious and has that soft, resilient feel under foot. Woven the same on both sides. Like all OLSON RUGS this pattern is woven seamless and reversible to give double wear. You will be making a wise selection if you order this rich Mulberry Rug. Same quality would cost you double our price at a rug store.





REGULAR Material Required PRICE				
30 x 54 in 6\$ 3.80				
36 x 63 in 9 4.45				
4 x63/4 ft15 7.70				
5 x 8 ft 22 11.40				
6 x 6 ft20 10.35				
6 x 8 ft26 13.85				
6 x 9 ft30 15.35				
7 x 7 ft 27 14.05				
7 x 9 ft35 17.60				
8 x 8 ft35 18.10				
8 x 10 ft 45 22.95				
8 x 11 ft 49 25.35				
9 x 9 ft45 22.90				
9 x 11 ft 55 27.85				
9 x 12 ft 60 30.60				
10 x 10 ft56 31.45				
10 x 12 ft 67 37.70				
10 x 13 ft72 40.75				
11 x 12 ft74 41.65				
11 x 14 ft 85 48.45				
12 x 12 ft 80 45.05				
12 x 14 ft 93 52.85				
12 x 15 ft 98 56.60				
0.51 0.61 5 0.11				
27 in. x 6 ft 7\$ 4.40				
27 in. x 9 ft12 6.65				
27 in. x 12 ft15 8.85				
D CDECLAL CLERG				
For SPECIAL SIZES, see				
page 20, column 3.				

Price for the 8 x 10 ft. size \$225



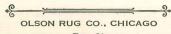


PATTERN 698—BROWN, Moss Border—Proper for Every Room
Woven seamless and reversible to give twice the wear. You can order this up-to-date
rug regardless of the colors in your old materials

A Fashionable Rug at a Worth-While Saving

ICTURE this decorative rug in your own home. Consider how much charm and individuality you can add to any room by choosing this attractive combination of colors. Note how effective the soft Moss border sets off the rich Brown center. A delightfully balanced design. Like the fine Wiltons, the nap or surface is soft, deep and luxurious. Because this rug is woven seamless with the same luxurious

nap on both sides, it will outwear two ordinary rugs. If you have priced rugs in your local stores you will realize that by sending us your old rugs and carpets you can save at least one-half on your new rugs. Rugs in this fashionable two-color combination are sold in the large department stores throughout the country at \$45 and \$50 for the 8 x 10 ft. size. Satisfaction guaranteed or your money cheerfully refunded.





- Se. C. C. C. C.

PATTERN 595—BROWN, Mahogany Border—Proper for Every Room
Woven seamless and reversible to give twice the wear. You can order this up-to-date
rug regardless of the colors in your old materials

REGULAR SIZES Pounds of Materia Required	
27 x 42 in 4	\$ 2.55
30 x 54 in 6	
36 x 63 in 9	4.20
4 x63/4 ft15	7.30
5 x 8 ft22	
6 x 6 ft20	
6 x 8 ft26	
6 x 9 ft30	
7 x 7 ft27	
7 x 9 ft35	16.75
8 x 8 ft35	
8 x 10 ft45	
8 x 11 ft49	
9 x 9 ft45	21.65
9 x 11 ft55	26.40
9 x 12 ft60	28.95
10 x 10 ft56	29.70
10 x 12 ft67	
10 x 13 ft72	38.60
11 x 12 ft74	38.70
11 x 14 ft85	
12 x 12 ft80	42.65
12 x 14 ft93	
12 x 15 ft98	
	7
27 in. x 6 ft 7	4.15
27 in. x 6 ft 7 27 in. x 9 ft12	6.20
27 in. x 12 ft15	8.30
For SPECIAL SIZ page 20, colum	

9000000-

Price for the 8 x 10 ft. size 2145



Twice The Wear—At Half The Price

description is largely due to the charming illustrated. In selecting a new must not be considered an isolated is should be selected to blend with the considered and income has it should be selected to blend with the considered and rugs, you save at least rug, and you get in return, a

brand new OLSON RUG, the equal in beauty and durability of the high-grade Wiltons. Pattern 595 is the same on both sides—just like getting two rugs for the price of one. The center is a rich, lustrous brown and the border a deep warm Mahogany that gives a very pleasing effect. Why even consider buying a one-sided rug from a retail store when for ONE HALF the price you can get a new OLSON RUG that is woven seamless and reversible to give twice the wear.

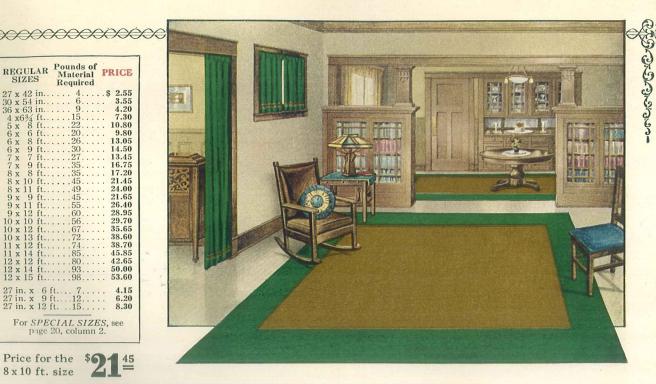


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	(5		
	(3		
		5.		
		3.		

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in	4	\$ 2.55
30 x 54 in.	6	3.55
36 x 63 in.	0	4.20
30 X 03 III.	9	7.30
4 x63/4 ft	15	. 7.30
5 x 8 ft	22	. 10.80
6 x 6 ft	20	. 9.80
6 x 8 ft	26	. 13.05
6 x 9 ft	30	. 14.50
	27	
	35	
8 x 8 ft	35	17.20
	45	
8 x 11 ft	49	. 24.00
9 x 9 ft	45	. 21.65
9 x 11 ft	55	. 26.40
9 x 12 ft	60	. 28.95
10 x 10 ft	56	. 29.70
	67	
	72	
	74	
	85	
	80	
12 x 14 ft	93	. 50.00
12 x 15 ft	98	. 53.60
27 in. x 6	ft 7	. 4.15
27 in. x 9 i	ft12	. 6.20
27 in. x 12	ft15	. 8.30
For SPE	CIAL SIZE	S SPP
	20, column	
page	zo, column	4.

Price for the \$6 8 x 10 ft. size





PATTERN 395-BROWN, Green Border-Proper for Every Room Woven seamless and reversible to give twice the wear. You can order this up-to-date rug regardless of the colors in your old materials

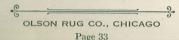
This Rug Will Win the Admiration of Your Friends

HIS friendly living room owes much of its attractiveness to this harmonious OLSON floor covering. The center of this rug is a rich brown, while the border is a soft green which forms an extremely pleasing contrast. A distinctive pattern that will give your home an air of originality. The pattern is the same on both sides—you get two new rugs for less than the usual price of one.

Like the fine Wiltons and Chenilles, this OLSON rug has a deep,

rich pile that gives a soft, pleasant feeling under foot. Because of the tight, firm weave, this rug will wear a lifetime. Old material, reclaimed by the Olson Patented Process, defies detection.

Let us prove to you the claims we make for OLSON RUGS and weave for you a rug that will win the admiration of your friends. If you have priced rugs you know that rugs of the same appearance and quality are sold by dealers for double our price. Every order is completed within one week.



Send In Your Old Rugs and Carpets

E CAN weave beautiful new OLSON RUGS from a combination of all the different kinds of old carpets or rugs you have, or we can weave OLSON RUGS entirely of any one kind alone.

Send in any of the following:

Brussels Wilton Velvety Fluff Rugs
Axminster Ingrain Smyrna Tapestry
Velvet Moquette Chenille Wool Fibre

-or any other kinds of carpets and rugs.

Don't bother to clean or prepare your old carpets or rugs in any way. Send them just as they are.

If You Haven't Enough Carpets or Rugs—You can probably secure the extra number of pounds that you need from your friends and neighbors for the asking.

To help you out in case you still don't have enough, we will furnish new wool stock at 20 cents a pound (what it costs us).

About Old Wool Clothing and Other Wool Materials

If you lack the necessary number of pounds of old carpets or rugs to complete the new rug you want, you can add some old wool clothing and other wool materials. But not more than ONE-FOURTH of the total weight of the material you send us can be old clothing or materials of this kind.

We are able to reclaim the fibres in old wool clothing and other wool materials so that they can be worked in satisfactorily with the reclaimed wool from old carpets and rugs. There is nothing unusual about this. Practically all the clothing worn today contains some wool that has been reclaimed by the large clothing mills from used clothing. Send any of the following:

WOOL sweaters, skirts, dresses, coats, pants, underwear, blankets, shawls, shirts, Chenille and Tapestry curtains.

If You Have No Scales

The following will give you the approximate weight of your old carpets and rugs:

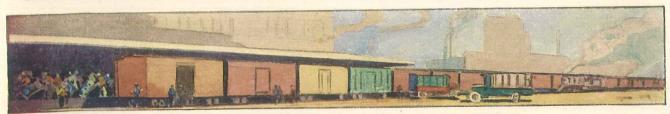
Size	Weight
6 x 9 ft	25 to 35 pounds
8 x 10 ft.	35 to 50 pounds
9 x 12 ft	45 to 60 pounds
1 square yard	5 to 6 pounds
	* 1

Brussels, Ingrain, light Tapestry rugs weigh somewhat less.

An OLSON RUG weighs about the same as the finest Wilton.

NO EXTRAS OF ANY KIND

So great is our volume of business that every railroad delivers right to our doors. No re-handling. No delays. This wonderful service brings your material to us almost as quick as a letter.



ORDER BLANK TEAR OUT AND MAIL ORDER BLANK

OLSON RUG COMPANY

. 28-40 LAFLIN ST., CHICAGO

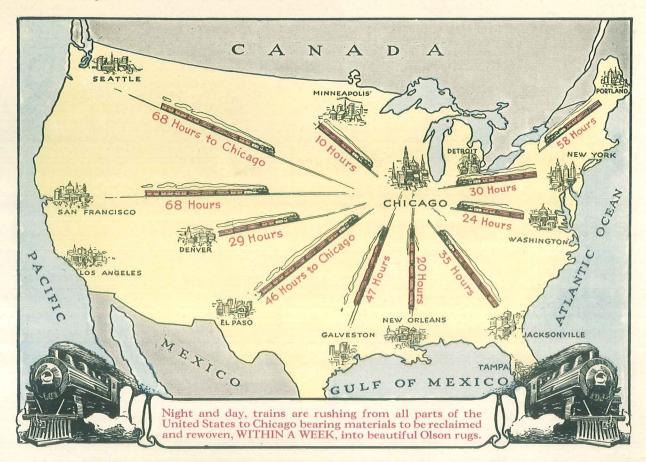
SATISFACTION GUARANTEED. In ordering OLSON RUGS you are protected by our binding guarantee. Use the rugs in your own home; put them to any test you wish; then if

you are not entirely satisfied, return them within a week at our expense and we will refund all your money and pay you for your material. Every order completed within one week.

TEAR OUT ALONG THIS LINE AND MAIL

–Please make	e new OLSON RUGS as indicated a	cated below:			
IE Date					
	(Write clearly)	(Write clearly) Post Office			
),	County	Sta	te		
t ation	If not, name nearest Stat where there is an Agent	ion What Town or we ship your re	City shall		
How Many Rugs	What Size	Pattern Number	Do Not Write in This Space		
24 7 24					
W-125 L E					
			Number of Pounds of All Ma- re Sending		
	ess x No	(Write clearly) ess K No. County If not, name nearest Stat where there is an Agent. How Many Rugs What Size It Is Not Necessary to Send "X" in space below how you are sending material	County Sta If not, name nearest Station What Town or we ship your received by the ship your rec		

We Have Thousands of Customers in Every State



It's So Easy To Order and Ship



All Orders Completed in A Week



IMPLY tie up your old carpets, rugs and clothing just as they are, attach our tag and ship the bundle to us COLLECT, or prepay the charges and we will give you credit.

We pay the *Freight Charges* on your material from all the following states and advise that you ship by *Freight*. However, if your bundle is only a small one (less than 30 pounds) send by *Parcel Post* or *Express*.

Alabama Arkansas Colorado Connecticut Delaware Florida Georgia Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska New Hampshire New Jersey New York N. Carolina North Dakota Ohio Oklahoma Pennsylvania

Rhode Island S. Carolina South Dakota Tennessee Texas Vermont Virginia W. Virginia Washington, D.C. Wisconsin

If you live in a large city simply phone any transfer company or drayman and they will deliver your bundle to your local freight depot and ship it for you.

We do not pay any shipping charges on orders that require less than twenty-five pounds.

WE ALSO PAY FREIGHT FROM THESE FAR WESTERN STATES, if 50 pounds or more are sent:

Arizona California Idaho

New Mexico Oregon Utah Washington Wyoming

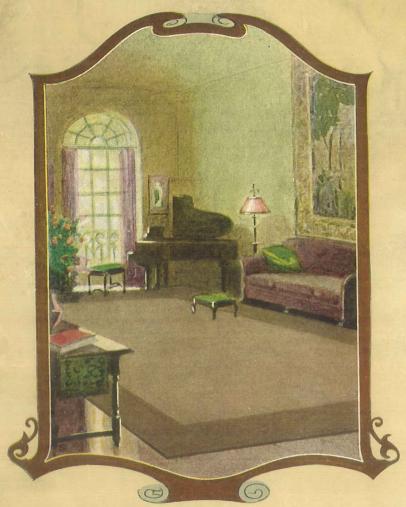
Mail your order—never send it inside the bundle.

Mail us at once the bill-of-lading (or freight receipt) marked "Original" that your freight agent will give you.

We guarantee the safe delivery of your new rugs.

SEND NO MONEY: It is not necessary to send any money with your order. When your rugs are finished we will notify you. Send money whichever way is most convenient, by post office money order, express money order, bank draft, or personal check. If you live on a rural route, your carrier will buy a money order, enclose and mail it for you with your letter. The customer is expected to pay shipping charges on the finished rugs—this does not amount to very much; on an average it will be about \$1.50 for two 9 x 12 rugs.

OUR REFERENCES: We refer you to any bank in Chicago. Our best references are our customers—over one million.



Taupe - see page 11

CATALOGUE 72

The prices in this catalogue take the place of prices in all previous catalogues.